

# London venues 'marketed' through Facebook

Companies operating in London could soon see their business promoted on social networking site Facebook.

An event planning company, londonlaunch.com, is using the platform as a vehicle to help users choose at which venue they would like to hold a corporate or private occasion.

Restaurants, caterers and hotels, among others, that are already listed with londonlaunch.com will be promoted via the website for those considering the best place to hold an event.

Mark Westguard, IT director of the firm, comments that the events industry is reliant upon networking.

“Our application allows Facebook users to access our directory of top London venues and event suppliers from directly within their profiles,” he remarks.

He adds that the application will allow users to peruse the different venues online.

Facebook has risen in popularity since its launch with many older internet users starting to create profiles on the site.



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